

## Promotional Poster Contest

The purpose of the poster contest is for Explorers and Juniors to create a poster promoting the topic below. The posters will be displayed during State Beef Expo.

- 1) Entries in this contest should serve as a promotional tool for the given topic to promote the topic to the public. Entries can be made by **Explorer** and **Junior** youth.
- 2) Posters may be creative as well as informative. They may feature words, pictures, collages, objects, or any other appropriate item for promoting the contestant's topic.
- 3) Judging criteria will consist of:
  - Neatness of construction
  - Clear message
  - Clever verbiage
  - Makes wise use of poster space
  - Eye-catching appeal
  - Originality/creativity
  - Promotion of the appropriate topic
  - Majority of work done by individual
  - Overall effectiveness
- 4) All entries should be on half size sheet poster board (14" X 22") and be light enough to be displayed at Beef Expo.
- 5) Youth are allowed to enter only one entry in the Poster Contest. Posters will be judged during Beef Expo.
- 6) Topic (For both divisions) - **Promote a Beef Cattle Farm**  
This could be any beef cattle farm, including but not limited to your own family, friends, neighbors, Internet search, etc.
- 7) Animal exhibition in Beef Expo is not required to participate in this contest.
- 8) Cash prizes for winners provided by the Developing Champion Youth Endowment.

Contact Aaron Fisher ([afisher3@utk.edu](mailto:afisher3@utk.edu); 865-974-7260) with any questions.